

# SYLVIA HRISTAKEVA

CORNELL SC JOHNSON COLLEGE OF BUSINESS  
ITHACA, NY 14853

SYLVIA.HRISTAKEVA@GMAIL.COM  
HTTP://HRISTAKEVA.COM

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## EMPLOYMENT

Cornell SC Johnson College of Business  
Assistant Professor of Marketing, 2023-present

UCLA, Anderson School of Management  
Assistant Professor of Marketing, 2016-2023

## EDUCATION

Ph.D., Economics, Boston College (Boston, MA), 2016  
B.S., Economics, Trinity College (Hartford, CT), 2009

## RESEARCH INTERESTS

Quantitative Marketing, Empirical Industrial Organization

## PUBLICATIONS

- “Price Dispersion and Legacy Discounts in the National Television Advertising Market,” with Julie Holland Mortimer, *Marketing Science*, 2023
- “Vertical Contracts with Endogenous Product Selections: An Empirical Analysis of Vendor-Allowance Contracts,” *Journal of Political Economy*, 2022 130:12, 3202-3252
- “Determinants of Channel Profitability: Retailers’ Control over Product Selections as Contracting Leverage,” *Marketing Science*, 2022 41:2, 315-335
- “Reduction in Emergency Department Visits for Children’s Asthma, Ear Infections, and Respiratory Infections after the Introduction of State Smoke-Free Legislation,” with Summer Hawkins, Mark Gottlieb, and Christopher Baum, *Preventive Medicine*, 2016 89, 278-285

## WORKING PAPERS

- “Bad-drug Ads or Killer Ads: The Effects of Drug Injury Advertising on Viewers’ Health,” (*R&R at Management Science*)
- “The Effect of Price Caps on Advertising to Physicians: Evidence from the 340b Drug Pricing Program,” with Julie Holland Mortimer and Eric Yde (*R&R at Management Science*)
- “Retailer Competition and Assortment Differentiation: Evidence from Entry Lotteries,” with Brett Hollenbeck and Kosuke Uetake (*R&R at Marketing Science*)
- “The No-Hunger Games: How GLP-1 Medication Adoption is Changing Consumer Food Purchases,” with Jura Liaukonyte and Leo Feler

“Stopping Shopping at Stop and Shop? The Effects of a Labor Strike on Consumer Demand,” with Julia Levine

## WORK IN PROGRESS

“The Effect of Ad-Supported Plans on Content Offerings of Streaming Platforms,” with Julie Holland Mortimer, Ashwin Nair, and Yihao Yuan

“The Role of Strategic Retail Assortment Differentiation in Product Proliferation,” with Brett Hollenbeck and Kosuke Uetake

“Working with Competitors: How is Client Conflict Shaping Vertical Relationships in the Ad-Agency Market?,” with Vera Sharunova

“Investigating the Effects of Network-Studio Affiliation on TV Advertising of Motion Pictures,” with Julie Holland Mortimer and Vladimir Pavlov

## CONFERENCE PRESENTATIONS AND INVITED SEMINARS

2025: (upcoming): The Wharton School, Triangle Micro Conference (econ)

2024: FTC Marketing and Policy, NBER Summer IO meetings, SICS (discussant), NYU IO (discussant), Kellogg, Rice University (econ), Virtual Quantitative Marketing Seminar, SMU, EARIE, IIOC

2023: UC Berkeley Haas, Cornell University, University of Mannheim, 14th Workshop on the Economics of Advertising and Marketing, Singapore Management University

2022: Duke Fuqua, Columbia GSB, UT Austin McCombs, BU Questrom

2021: Stanford GSB, University of Maryland, Marketing Science

2020: NBER Winter IO meetings, QME

2019: Chicago Booth, UC San Diego, Marketing Science

2018: UC Davis, Marketing Science, Barcelona GSE Summer Forum

2017: QME, Federal Trade Commission, ASSA meetings

2016: Stanford GSB, University of Michigan, Toulouse School of Economics

2015: Tilburg, UCLA Anderson, Yale SOM, Rochester Simon, Green Line IO, EGSC, EARIE, IIOC

## FELLOWSHIPS, GRANTS, AND AWARDS

NIFA Hatch grant 7007706: *What Drives Household Diets? The Role of Supply Availability and Addictive Products*. Dates: October 2024-September 2027

National Science Foundation grant SES-1919040: *Demand for Advertising and its Impact on Media Content*. Dates: September 2019-August 2022.

Morrison Center for Marketing Research (2022)

Morrison Center for Marketing Research (2021)

Morrison Center for Marketing Research (2020)

Morrison Center for Marketing Research (2019)

Donald and Helene White Dissertation Prize in the Field of Social Sciences (2017)

Dissertation Fellowship, Boston College Department of Economics (2014)

Felter Family Fund Dissertation Fellowship, Boston College Department of Economics (2013)

Donald J. White Award for Excellence in Teaching, Boston College (2013)

## TEACHING EXPERIENCE

Cornell University

Marketing for Dyson Majors (core), AEM 2420 (2024)

UCLA Anderson School of Management

Customer Assessment and Analytics (MBA core), 260A (2021,2022, 2023)

Marketing Management (MBA core), 411 (Spring 2017, 2018, 2019, 2020)

Boston College, Department of Economics

Microeconomic Theory (Fall 2015, Spring 2016)

Principles of Microeconomics (Spring 2014, Summer 2014)

## GRADUATE STUDENT ADVISING

Julia Levine (Johns Hopkins Carey Business School) - Committee Member

Sherry He (Michigan State University) - Committee Member

## REFEREE ACTIVITY

*American Economic Review, Econometrica, Journal of Political Economy, Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing & Economics, The RAND Journal of Economics, Journal of Economics & Management Strategy, International Journal of Industrial Organization*

*Last updated: October, 2024*